

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad ID: No. PMTM/R/2944-A4 - Job No. MS1677 - "Sabine Orange Pop" - Page - (8-1/2" x 11-1/4") - 4/C Blend - National Magazines - 1997

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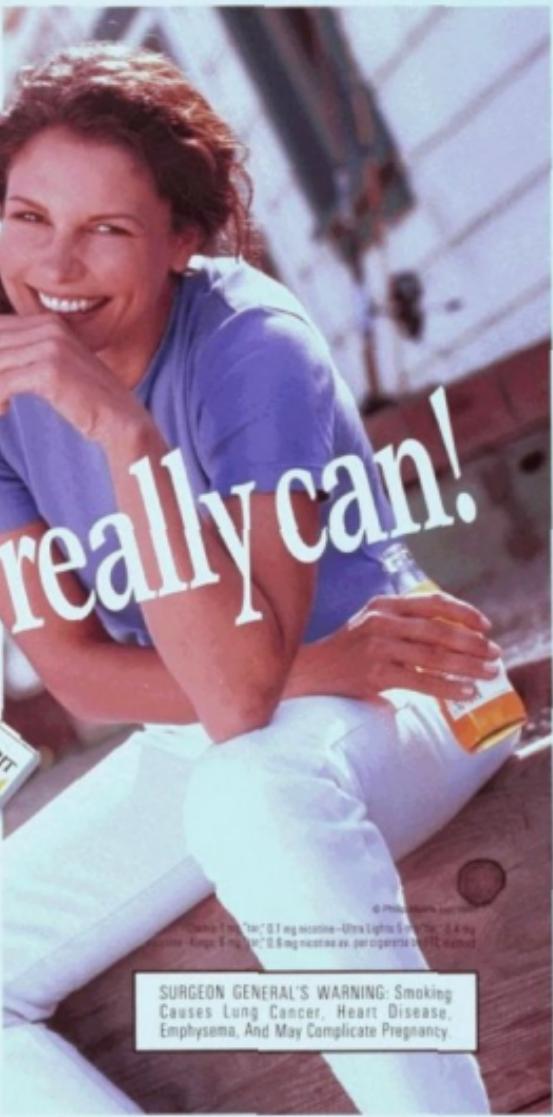
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Can you really enjoy
smooth,
satisfying taste
at lower tar?
Yes!

You really can!



You've got
MERIT



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MERIT Ultra Lights "tar" 8 mg nicotine—Ultra Lights "tar" 8.4 mg
nicotine, "tar" 8 mg nicotine. 0.8 mg nicotine av. per cigarette (WRT) Standard

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



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